

# Issues & Info

July 2008

Springfield, Missouri, Convention & Visitors Bureau

[www.SpringfieldMO.org](http://www.SpringfieldMO.org)

## CVB President Marks 20th Year of Service

The president of the Convention & Visitors Bureau marked his 20th year of service on July 1.

Tracy Kimberlin's affiliation with the CVB, however, goes back nearly three decades. Prior to being hired in 1988, he served on the board of directors for six years and spent 10 months as executive director in 1987.

Things have changed dramatically since then.

When Kimberlin first joined the CVB, the budget was about \$400,000 and the bureau employed five people.

Since then, the budget has grown to nearly \$3.4 million and the CVB employs 17 full-time and four part-time staff.

Kimberlin, 56, was raised in Bourbon and attended college at

University of Missouri-Rolla and Southwest Missouri State University where he earned a bachelor's degree in education in 1975.

He wanted to go to graduate school for a master's in guidance and counseling but decided to continue working full time at the Sheraton where he worked while a student.

"I stayed in the business and the rest is history," Kimberlin says.

That history includes induction in 1994 into the Missouri Travel and Tourism Hall of Fame for crafting legislation establishing a funding mechanism for the Missouri Division of Tourism, a model studied and adopted by other states seeking to increase funding for tourism promotion.

Kimberlin has three children and two grandchildren.



Tracy Kimberlin

## Publications Under Way

The CVB communications department just completed a new **Meeting Planners Guide**.

The guide is used by the sales department to showcase Springfield accommodations, meeting facilities and convention resources.

The bureau also has begun production on a new **Sports Facility Guide** and advertising sales have begun for the **2009 Official Springfield Area Visitors Guide**.

Along with all that, advertising opportunities are also available on the CVB's Web site, kiosks at the tourist information centers and Springfield-Branson National Airport and in packets mailed to people requesting travel information.

To learn more about these and other ways to market to visitors and potential visitors, contact Gina Tullos, partner development manager, at 881-5300, Ext. 105, or [gtullos@springfieldmo.org](mailto:gtullos@springfieldmo.org).

## Use Your Marquee to Welcome Groups

July		Attendance
08-13	Falcon Club of America	550
20-24	Missouri Association for Career & Technical Education	3,000
24-28	Central States Synod—Women of the Evangelical Lutheran Church	250
24-28	Assemblies of God Chaplain's Conference	200
26-02	General Association of General Baptists Annual Conference	1,000
27-03	ASA Girls National Championships	800
29-03	Quail Unlimited	500
31-02	Missouri FFA Made for Excellence Conference	400

## Board Elects 2009 Officers

The CVB board of directors in May elected officers for 2009.

They will replace the current slate of officers Jan. 1.

Newly elected officers are:

- Sally Hargis, chairwoman
- Matt Gifford, vice chairman
- Paula Frazier, treasurer
- Brad Gebhard, assistant treasurer

Current officers are:

- John Ford, chairman
- Sally Hargis, vice chairwoman

- Steve Thompson, treasurer
- Greg Walker, assistant treasurer

Other board members are Eric Volmer, Scott Tarwater, Adrew Lear, Rob Rector, Jim Anderson, Darren Harralson and Evelyn Honea.

The CVB board meets the third Thursday of each month.

## CVB Notes:

**CVB Board Meeting**—The CVB board of directors in May:

- Heard a report on the selection process for an architect for the new Tourist Information Center.
- Heard a report on the Missouri Tourism Commission meeting that took place in Springfield June 13.
- Heard a report on the bureau's annual contract with the city, which was presented to the City Council for first reading on June 15. Second reading is June 30.
- Elected board officers who will take their positions beginning in January.
- Heard a report that deputy city manager Evelyn Honea will begin serving on the board. Bylaw changes approved by the board in April added the position of city manager or designee to the CVB board.

**Journalist to Visit**—Freelance outdoor writer Larry Beckett will visit the Springfield area in July. Beckett writes for several outdoor publications.

## Meetings

**July 16, 11:45 a.m.**

Springfield Hotel/Motel Association  
Doubletree Hotel

**July 17, 8 a.m.**

CVB Board of Directors  
CVB Offices

**July 23, noon**

Sports Commission Board of Directors  
Chamber of Commerce

**July 23, 3:30 p.m.**

Attractions Council  
Battlefield Mall

For more information,  
call the CVB at 881-5300

## Newsletter Goes Digital

Beginning this month, "Issues & Info" is no longer printed and mailed. Instead, it will be available online only.

An unfortunate side effect of no longer producing a print version of the newsletter is CVB staff in the downtown offices won't get to see two volunteers as often as before.

That doesn't mean Mary Ellen White and Jo Ann Wiksten won't be around. Both plan to continue serving the CVB.

Most volunteer opportunities with the CVB, however, are at the Tourist Information Centers rather

than the downtown offices.

White and Wiksten, long-time friends and neighbors, have volunteered for the bureau more than eight years, including spending the past four years preparing the newsletter for mailing each month.

They are among nearly 100 people who volunteer for the CVB in a variety of capacities.

Their work is appreciated and their smiles will be missed at the downtown offices.

For information about volunteering at the CVB, contact Sharon Wittig at 799-0940.



Volunteers Mary Ellen White (left) and Jo Ann Wiksten (right) have helped the bureau prepare its newsletter for mailing each month for the past four years.

## Springfield Travel Statistics

	May '08	YTD '08	YTD '07
Info Centers Visits	5,977	19,751	22,728
Tourist Inquiries	10,727	32,945	43,368
Web Visitor Sessions	134,833	569,666	575,986
Total Contacts	151,537	622,362	642,082
Airport Passengers	69,368	310,207	330,703

## Springfield Hotel Statistics

	Apr. '08	YTD '08	YTD '07
Room Supply	183,510	740,786	720,063
Room Demand	99,938	376,965	419,647
Percent of Occupancy	54.5%	50.9%	58.2%
Avg. Daily Rate	\$65.81	\$63.31	\$62.10
Revenue/Avail. Room	\$35.84	\$33.24	\$36.16
Room Sales	\$6,577,080	\$24,620,671	\$26,058,718

## Groups Booked by the CVB in May

Date		Room Nights
08/08	Joplin Regional Stockyard Calf Roping	520
10/08	MO Department of Social Services	100
11/08	MO Department of Social Services	40
12/08	MO Department of Social Services	40
04/09	MO National Guard Association	45

***A Big THANK YOU to  
Volunteers Who Worked 1,154  
Hours for the CVB in May***

The Convention and Visitors Bureau serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The CVB is a nonprofit organization.



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